EXHIBIT 15
REDACTED

Message

From:	████████@google.com [████████@google.com]
on behalf of	████@google.com ████@google.com]
Sent:	3/10/2015 1:48:50 AM
To:	████████@google.com
CC:	████████@google.com
Subject:	[Launch 124105] Per-buyer dynamic reserve price optimization on AdX - full launch (████ annual revenue from RTB buyers)

REMINDER - Launch date this quarter.

Your role as <u>drx-quality</u>: Launch Subscriber

Link: ████████████████████████

Launch information:

Launch ID	124105
Name	**Per-buyer dynamic reserve price optimization on AdX - full launch (████ annual revenue from RTB buyers)**
Calendars	Ads & Comm (Display): <u>Display Ads - Publisher Platform - DRX</u> Ads & Comm (Display): <u>Display Ads - Ads Quality</u>
Launch Date	**2015-Q1**
Status	**Current**
Description	We'll <mark>increase reserve price in AdX auction on a per buyer basis if buyers have submitted bids with large discount, that is, a big difference between bid and clearing price.</mark>

██
████████████████████████. By increasing reserve price we increase AdX publishers' revenue.

██
████████████████

We've previously experimented:
████████████████████████████
████████████████████████

Experiments show ████████████████████████████████
████████████████████████

Creator	<u>mpal</u>

Approvers:

Ads & Comm (Display): Display Ads - Publisher Platform - DRX	**Status**	**Owners**
PA Lead	Pending Review	████████████████████████ ██
Eng	Approved	████████████████
Legal	Approved	████████
Logs	FYI	████████████████

Privacy (Display)	Approved	███████████
Latency	FYI	
UI	FYI	██████████████
		████████
Security	FYI	
Policy Team	FYI	████████

Ads & Comm (Display): Display Ads - Ads Quality	**Status**	**Owners**
Eng	Pending Review	██████
PM	In Progress	████

Launch Attributes:

Global attributes

PRD	https://docs.google.…CP_VcW9j48QZntE/edit
Privacy Design Document	https://docs.google.…68/edit?usp=drivesdk
Privacy Trivial Launch	Yes
Privacy Trivial Justification	No new use or collection of user data
Privacy Master Tracking Bug	
PM	████
TL	███
Design Document	███████
UI mockups	
Impact	Medium
Launch Stage	Full Launch
L-Team	No
Patent review	false
User Controls Certification (go/uc-cert)	No certification necessary

Display Ads - Publisher Platform - DRX attributes

Privacy Launch Document	N/A
Display Privacy Review required?	
Number of marketing promotions	
Comms Docs	
Commercialization priority	
Comms Owner	
Tech Writer	
Product Group	
Betabot link	
Alpha release date	
Alpha release qualifications	
Beta release date	
Beta release qualifications	
GA release date	
GA release qualifications	